

## KC BizCare – Business Customer Service Center

**DATE:** August 30, 2013

**TO:** Richard Usher, Assistant City Manager for Small Business & Entrepreneurship

**FROM**: John Pajor, KC BizCare

**SUBJECT:** Monthly Report – July 2013

## "Researchers and the media have paid insufficient attention to the fast-growing global companies

## in Kansas City"i

This statement comes from a report the Kauffman Foundation published in July that examined the strengths and weaknesses of the entrepreneurial ecosystem in the metropolitan area. The research was based in part upon interviews with executives from 25 local firms recognized by Inc Magazine to be among the nation's fastest growing private companies.

In the report the authors drew attention to the following strengths of this region:

- Kansas City founders take a diversified approach to funding their businesses that include self-financing, assistance from friends and family, incremental scale-up, bank loans, venture capital and angel investment.
- Many firms take a long-term approach to developing local talent and expertise as opposed to recruiting from outside the region.
- The low cost of living and strong Midwestern work ethic are key factors in starting and growing businesses here.
- A spirit of collaboration and mentorship between entrepreneurs promotes innovation.

According to the authors of the report local government plays an indirect role in supporting business development. The public sector can facilitate connections between entrepreneurs and their supporters and celebrate successful companies.

Here are some of the ways we facilitated and celebrated entrepreneurship this month:

On July 23 staff attended a planning session for Main Street Day, an event that provides opportunities for local businesses to showcase their goods. We shared information about this opportunity with customers who visited our office. To date, MainCor reports that a number of those will participate in the event on September 7.

Staff participated in an informational seminar called the Urban Growth Initiative. The seminar showcased the collaboration between the Urban Neighborhood Initiative and the UMKC Small Business and Technology Development Center which provides business development training to urban entrepreneurs.

Eric Petersen, business librarian with H&R Block Business and Career Center gave KC BizCare staff a presentation about free library databases available to small business for marketing research.

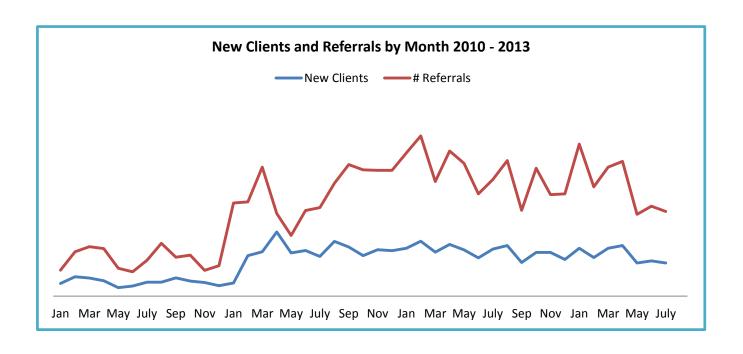
We continue to use our Facebook page as a way to tell the stories of successful business owners in Kansas City. This month we posted stories about local companies including Planet Reuse, Neighbor.ly, Looky Loo and the reopening of the historic Cosby Hotel building.

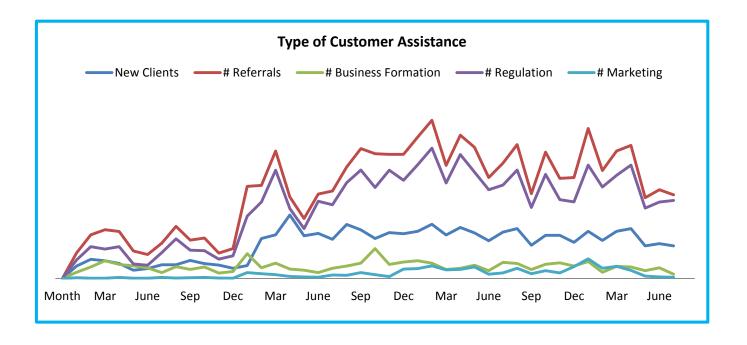
<sup>1</sup> Motoyama, Danley, Masterson, Maxwell and Morelix. 2013 Leveraging Regional Assets: Insights from High-Growth Companies in Kansas City

Networking Contacts	July 2013
Entity	Date
Kauffman Foundation - 1 Million Cups	7/5/2013
Hostel KC - Brittain Kovac	7/9/2013
Kauffman Foundation - 1 Million Cups	7/10/2013
Kauffman Foundation - 1 Million Cups	7/17/2013
Economic Development Corporation	7/17/2013
Kansas City Brownfields Office	7/18/2013
Dismas House of Kansas City, Inc.	7/19/2013
MainCor Development Corporation	7/23/2013
Kansas City Community Development Entity	7/24/2013
Urban Neighborhood Initiative	7/25/2013
Kauffman Foundation - 1 Million Cups	7/25/2013
Kauffman Foundation - 1 Million Cups	7/31/2013
Central Library H & R Block Business Center	7/31/2013

Month	New Clients	First Time in Business	%	Home-based Business	%
August	200	22	11.0%	77	38.5%
September	180	56	31.1%	56	31.1%
October	148	40	27.0%	47	31.8%
November	170	45	26.5%	45	26.5%
December	166	48	28.9%	41	24.7%
January	175	59	33.7%	55	31.4%
February	201	86	42.8%	72	35.8%
March	161	72	44.7%	61	37.9%
April	189	87	46.0%	70	37.0%
May	169	81	47.9%	62	36.7%
June	140	62	44.3%	55	39.3%
July	172	70	40.7%	50	29.1%
August	185	69	37.3%	54	29.2%
September	123	56	45.5%	39	31.7%
October	160	65	40.6%	52	32.5%
November	160	45	28.1%	41	25.6%
December	134	52	38.8%	31	23.1%
January	175	79	45.1%	65	37.1%
February	141	72	51.1%	48	34.0%
March	175	62	35.4%	65	37.1%
April	185	76	41.1%	65	35.1%
May	121	54	44.6%	43	35.5%
June	129	64	49.6%	52	40.3%
July	121	70	57.9%	45	37.2%
	3880	1492	38.5%	1291	33.3%

Referrals to City, State, Federal Departments & Resource Partners	ers - July 2013	# of
Entity	Type of Referral	Referrals
City Departments		
Finance - Earnings Tax	Regulatory	1
Finance - Business Licensing	Regulatory	89
Fire Marshall	Regulatory	1
General Services - Procurement	<b>Business Formation</b>	1
Health - Food Protection	Regulatory	6
Human Relations - MWBE	<b>Business Formation</b>	1
Human Resources	Regulatory	1
Mayor and City Council	<b>Business Formation</b>	1
Neighborhood & Community Services - Neighborhood Services	Regulatory	1
Neighborhood & Community Services - Regulated Industries	Regulatory	1
Planning & Development - Brownfields Development	Regulatory	1
Planning & Development - Building Codes	Regulatory	2
Planning & Development - Development Management	Regulatory	1
Planning & Development - Home-based Business, IB # 117	Regulatory	45
Planning & Development - Permits Division	Regulatory	7
Planning & Development - Zoning Clearance	Regulatory	101
State Departments		
Missouri Dept of Revenue	Regulatory	6
Missouri Secretary of State	Regulatory	17
Federal Departments & Agencies		
IRS Small Business & Taxpayer Information	Regulatory	9
US Copyright Office	<b>Business Formation</b>	2
Resource Partners		
Black Economic Union - Lincoln Building Incubator	<b>Business Formation</b>	1
Economic Development Corporation of Kansas City	<b>Business Formation</b>	1
Entrepreneurial Legal Services Clinic - UMKC	<b>Business Formation</b>	2
Hispanic Economic Development Corporation	<b>Business Formation</b>	2
Independence Regional Ennovation Center	<b>Business Formation</b>	1
Internet Webpage	<b>Business Formation</b>	3
Justine Petersen Micro-lending Program	<b>Business Formation</b>	1
KC Food Truck Business Association	Business Formation/Marketing	1
KCSourceLink	Business Formation/Marketing	3
UMKC Small Business & Technology Development Center	Business Formation	1
Total Referrals:		310





Active Clients June 2009 - Dec 2010	471	542	608	664	695	732	783	850	905	955	993	1041
Month of 2010	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec
Number of referrals	95	162	181	174	102	89	131	193	142	150	94	111
Number assisted with business formation	23	43	66	52	47	39	22	44	34	43	20	26
Number assisted with regulatory/licensing	69	118	109	118	54	49	96	147	105	103	72	84
Number assisted with marketing	3	1	1	4	1	1	4	2	3	4	2	1
% of w alk-ins assisted w ithin 10 minutes	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
% of emails/voicemails within 4 hours	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
% of clients follow -up within 3 weeks	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Number of networking events	9	9	3	8	6	5	5	5	6	7	7	4
Average satisfaction rate YTD	10	10	10	10	10	10	10	10	10	10	10	10

Active Clients Jan 2011 - Dec 2011	1189	1351	1586	1744	1871	2022	2117	2317	2497	2645	2815	2981
Month of 2011	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec
Number of referrals	341	345	472	302	222	313	324	413	481	462	460	460
Number assisted with business formation	92	40	57	35	31	22	38	46	57	111	52	61
Number assisted with regulatory/licensing	231	283	401	259	185	286	273	355	402	290	401	364
Number assisted with marketing	22	18	14	8	6	5	13	12	22	14	7	35
% of walk-ins assisted within 10 minutes	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
% of emails/voicemails within 4 hours	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
% of clients follow -up within 3 weeks	N/A	100%	100%									
Number of networking events	7	4	9	2	6	7	9	13	9	10	13	10
Average satisfaction rate YTD	10	10	10	10	10	10	10	10	10	10	10	10

Active Clients Jan 2012 - Dec 2012	3156	3357	3518	3707	3876	4016	4188	4370	4493	4653	4813	4947
Month of 2012	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Number of referrals	524	586	419	531	486	374	427	496	314	468	371	374
Number assisted with business formation	66	57	33	38	49	29	60	56	33	53	58	46
Number assisted with regulatory/licensing	421	483	354	459	394	329	346	402	263	386	292	284
Number assisted with marketing	37	47	32	34	43	16	21	38	18	29	21	44
% of w alk-ins assisted w ithin 10 minutes	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
% of emails/voicemails within 4 hours	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Number of networking events	4	20	18	8	11	16	7	11	7	8	14	7

Active Clients Jan 2013 - Dec 2013	5122	5263	5438	5623	5744	5873	5994
Month of 2013	Jan	Feb	Mar	Apr	May	Jun	Jul
Number of referrals	556	400	472	493	299	329	310
Number assisted with business formation	63	23	45	43	29	40	16
Number assisted with regulatory/licensing	420	339	382	420	261	283	289
Number assisted with marketing	73	38	45	30	9	6	5
% of walk-ins assisted within 10 minutes	100%	100%	100%	100%	100%	100%	100%
% of emails/voicemails within 4 hours	100%	100%	100%	100%	100%	100%	100%
Number of networking events	10	10	7	17	11	11	13